



## Mark your calendars for June 3<sup>rd</sup>; Ike Cohen's annual Birthday Bash!

Ike Cohen, the man that brought the first tourist hotel to Aruba, The Coral Strand, later to be known as The Talk of the Town, is celebrating his birthday in June. At reaching the revered age of eighty-five, and as active as ever, Ike decided to say "thank you" to the island that has given him such a memorable life and founded The Ike Cohen Foundation. The crowning event each year of this foundation is the Ike Cohen Birthday Bash, held at the Best Western Manchebo Resort, and it is an event not to be missed.

On Tuesday morning Ike, assisted by Ed Malone of AHATA announced officially the plans to hold the celebration of Ike Cohen's 95<sup>th</sup> Birthday party on Saturday evening, June 3, 2006. It promises to be the most exciting event yet, featuring not only the music of Aruba's most famous performer, Claudius Phillips and Oreo, but also non-stop music from the Manchebo's new house band, The Cooks.

Tuesday's press conference in the French Steakhouse at the Manchebo was a sampling of the party to come. Joining Ike and Ed at the dais were the administrators of the local charities that will benefit from this year's event. Diet Booi and Jan Veneman from CEDE Aruba, the organization that oversees Aruba's charities wished to thank Ike for his years of generosity and community activism. Gino M. Goeloe, Director of the White Yellow Cross that will be the recipient of the proceeds of this year's birthday bash explained the plans they have for the proceeds from the party.

The White Yellow Cross is a community wellness service providing vaccinations for children, and preliminary testing for newborns, an early warning system for anomalies in child development so they can be diagnosed and treated in time. They also provide equipment for the disabled and injured, such as temporary wheelchairs and crutches. The funds The White Yellow Cross will receive from this event are to be used to build a facility in Paradara and stock it with all the equipment needed by the island's elderly, including wheelchairs, special baths, and walkers so provide these items for those that cannot afford to purchase them. The staff of the White Yellow Cross also provides visiting caregivers for the elderly.

Ike Cohen and his associates at the Manchebo will donate the venue, food, drink, music and service for the event and a full 100% of the proceeds will go towards this project to assist Aruba's elderly, as has been the policy of all the events in the past. The Ike Cohen Foundation assumes all the expense, none of the proceeds from the event is kept to cover costs, and all are channeled back into the Aruban community.

A number of other charities have received the benefits of the nearly one million florins this event has raised over the past ten years, but this year the foundation has a very ambitious goal. The White Yellow Cross project requires a half a million florins to be realized, half of what has been raised over the past ten years, and Ike Cohen and Ed Malone are determined to accomplish this enormous feat. To assist in reaching their goal, Ed Malone announced the plans to launch a website that will hold auctions of premium goods on Aruba such as hotel stays, dinners at fine restaurants and excursions. Island visitors can bid on these items online, to be redeemed on their next visit. One of the items that will be offered is a limited edition commemorative poster celebrating not only ten years of the foundation, but also the ninety-fifth birthday of a pillar of the community.

Ike Cohen and Ed Malone also expressed their gratitude to the organizations and companies that have supported this event and the efforts of the foundation such as Caribbean Mercantile Bank, and ECA Marketing, who organizes the promotion. They emphasized that the cost of participating in this exciting evening is 125 florins and should be considered a direct donation to the White Yellow Cross and this mammoth project, with the additional benefit of being a guest at Ike's Birthday and a welcome friend. So mark your calendars for this date, as it will be unrivaled in the history of this event!